

Admission Rules for Distance-Learning Master Degree Courses

Applied Business Data Science
Digital Marketing Management
Health Care Management
Management
Medien- & Kommunikationspsychologie
Sustainability Management

as of January 19th 2022

Studying at ISM requires students to have a high amount of willingness and commitment to learn and strive, a talent for languages and social skills, as well as the capacity for logical and analytical thinking. The requirements for the scholastic, methodical, and social expertise of the students are defined in ISM's mission statement and are aimed at the successful completion of the degree course and a successful management career.

Please note: This is a translation of the original German "Zulassungsordnung für die Master-Fernstudiengänge Applied Business Data Science, Digital Marketing Management, Health Care Management, Medien- & Kommunikationspsychologie, Sustainability Management vom 8.12.2022". Should there be any discrepancies between the English translation and the original German version, the original text shall prevail.

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The structure and content of the degree courses observe gender equality.

General

§ 1 Number of Admissions and Admissions Deadline

ISM's presidential board determines the **(intake) capacity of the distance-learning master degree courses** every semester based on the available resources (e.g., faculty members) as well as the number of other degree courses offered at ISM. The number of available places will be announced three months prior to the start of the semester at the beginning of the application period.

§ 2 Admission Committee

An **Admission Committee for Distance-Learning Master Degree Courses** will be established. The admission committee is comprised of the director for distance learning, the program directors as well as a representative of ISM's administrative departments. The admission committee can appoint deputies and delegate administrative tasks to them.

§ 3 Case of Hardship

In order to ensure that students with disabilities are granted equal opportunity (in the sense of § 2 subsection 1 of the German Social Security Code, Book IX) five percent of the places will be reserved for applicants with disabilities. Recognized hardship cases are to be given priority in this quota. Hardship cases that exceed the hardship quota of a degree course are, nevertheless, to be admitted to the respective degree course as long as the total hardship quota for all degree courses at ISM is not exceeded. Appropriate proof can be requested to verify a disability.

In addition, applicants with a disability are to be given priority in the admission process in cases of equal qualifications.

Basic Requirements for Admission

§ 4 Application Documents to be Submitted

Requirements for taking up studies are

- the **general qualification for university admission** or **universities of applied sciences admission** or an admission authorization recognized as equivalent by the responsible government agency and
- a **university diploma** as well as
- **participation in an admission process** consisting of a web-based aptitude check as well as a counseling session. For students who have completed their bachelor degree at ISM, the aptitude text does not apply.

The applicants to the degree course must submit the following documents:

- completed online **application form**
- curriculum vitae
- a notarized copy of their 'general university entrance qualification' or their 'universities of applied sciences entrance qualification' or an higher education entrance qualification that is recognized as equivalent by the responsible government agency¹
- a notarized copy of the transcript of the **first university diploma**¹ in accordance with § 5. If the final transcript has not been issued by the time the applicant submits their application, a copy of the most recent interim transcript of records can be submitted by way of a substitute.
- other university diplomas or certificates acquired by the applicant, if applicable
- for **degree courses taught in German**, the applicant's German language proficiency has to be on the level B2 or higher (see §6).
- for **all degree courses**, applicants must provide proof of at least B2 proficiency in English (see §6).

Students from other universities or equivalent institutions who would like to **continue their studies at ISM** will be enabled to continue their studies through the recognition of appropriate study and examination achievements. These are to be submitted together with the application documents listed above as well as an informal request for recognition of those achievements. The admission committee will decide on the recognition of achievements as well as whether to admit the applicant to a higher semester.

¹ If a translation of the qualification is necessary, the translator has to confirm in writing that the translation is based on the original document.

§ 5 University Degree and Provisional Admission to a Degree Course

1. The basic requirement for admission to **master's degree courses encompassing 120 ECTS units** and four semesters (for full-time students)² is proof of a successfully completed bachelor's degree course that encompasses at least 180 ECTS units or a comparable degree course at a university or university of applied sciences or at a foreign university of equal standing.

The basic requirement for admission to the **90 ECTS units version of the master's degree course "Management"**, which encompasses three semesters (for full-time students) is proof of a successfully completed bachelor's degree course that encompasses at least 210 ECTS units or a comparable degree course at a university or university of applied sciences or at a foreign university of equal standing. Applicants whose bachelor's degree course encompasses only 180 ECTS units can be admitted to this version of the degree course if

- they have gained a qualification in accordance with level 6 of the German Qualifications Framework (DQR)³ outside of higher education institutions or through qualified professional experience⁴ equivalent to 30 ECTS credits; or if
 - they provide evidence of additional higher education courses, e.g., certificates or advanced training, encompassing 30 ECTS credits.
2. In addition, the following requirements apply to all master's degree courses: The initial higher education degree of the applicants has to include at least 50 ECTS units in business sciences. At least 10 ECTS units of those have to have been earned in quantitative or methodological courses (e.g., mathematics, statistics, computer science, market research, econometrics, empirical social research; or related fields). Qualified professional experience⁵ or internships can be used to compensate for a lack of ECTS credits in business sciences and/or quantitative courses.

As an alternative, the completion of preparatory online courses from ISM's distance-learning bachelor degree courses can compensate for a lack of field-specific ECTS credits. Additional costs may apply for those courses. In this case, the applicant can be admitted to the degree course provisionally (conditional admission). The applicant has to provide proof of the lacking field-specific ECTS credits within six months after the start of their studies. In case of default,

² Degree courses "Applied Business Data Science", "Digital Marketing Management", "Health Care Management", "Management (120 ECTS version)", "Medien- & Kommunikationspsychologie", "Sustainability Management".

³ Deutscher Qualifikationsrahmen

⁴ Professional experience in a managerial capacity, or in an executive department, in a project team, or in an international context as well as experience that covers different industries can be validated as qualified professional experience, for example.

⁵ Professional experience in executive positions in executive departments, project teams or in an international context as well as cross-industry experience can be recognized as qualified professional experience, for example.

students provisionally admitted to the degree course are not allowed to continue their studies. There will be no certification of any examination achievements.

3. If the initial degree has not yet been obtained, the applicant can be granted a **provisional admission to the degree course** (conditional admission) as long as the regular study period of their initial degree has been completed by the start of the master degree course, and all other admission requirements are fulfilled. These students have to obtain their initial degree a maximum of six months after the start of their master degree course, and they have to submit the initial degree to ISM at least 10 workdays later. In case of default, students provisionally admitted to the degree course are not allowed to continue their studies. There will be no certification of any examination achievements.
4. The **admission committee** is in charge of **validating** fulfillment of the requirements listed above on the basis of the diploma and work/internship references.
5. In order to **recognize professional/internship experience**, the number of proven work hours (the calculation is based on a maximum of 40 hours per week and a maximum of 45 working weeks per year) are multiplied by 0.5 and converted into ECTS credits (1 ECTS credit = 30 working hours). Thus, in order to be able to prove previous knowledge totaling 30 ECTS credits, for example, an applicant has to have gained at least one year of full-time professional and/or internship experience in an area that matches their intended field of studies. If they worked part-time, the span of time they have to provide proof for increases accordingly.

§ 6 Proficiency in English or German as a Foreign Language

Proof of B2 proficiency in English (CEFR) is required for admission. Proof can be provided by means of:

- at least 30 ECTS credits in an English-language university degree course which may not date back more than 5 years (provided the ECTS credits have been obtained in language courses that are part of the degree course and/or in courses that were taught in English)
- a university diploma in the field of English Studies (provided the graduation does not date back more than 5 years)

B2 proficiency in English (CEFR) can also be proven by language certificates. This can be done by means of the following:

- 80 points or more in the internet-based TOEFL or equivalent academic achievements such as 6 or better in three IELTS test (these two language certificates may not date back more than 2 years).

Admission to the distance-learning master degree course Health Care Management, the distance-learning master degree course Medien- & Kommunikationspsychologie or the German version of the distance-learning master degree course Management can only be granted if **proof of German proficiency at level B2** was provided. This can be done by means of the following:

- a general qualification for university admission or universities of applied sciences admission that has been acquired in a state or region where German is an official language and that had German as a language of instruction
- a university diploma that has been acquired in a state or region where German is an official language and that had German as a language of instruction (provided the graduation does not date back more than 5 years)

B2 proficiency in German (CEFR) can also be proven by language certificates. This can be done by means of the following:

- DSH-2 or higher on the German language proficiency test for university admission (Deutsche Sprachprüfung für den Hochschulzugang)
- TDN 4 in all parts of the Test of German as a foreign language (TestDaF – Test Deutsch als Fremdsprache)
- BULATS – Business Language Testing Service
- telc Deutsch B2
- Goethe-Zertifikat B2

These certificates must not date back more than 5 years.

§ 7 Professional Qualifications – Assessment Examination

If the candidate wishes to start his studies in a semester higher than the first, or if the knowledge and skills cannot be assessed and recognized based on the submitted documents, the applicant has to take an **assessment examination**. The assessment examination has to be taken before the applicant takes up their studies. Before the assessment examination, the applicant must inform the admission committee in writing of the courses and/or modules (examination areas) to be credited. On the basis of the written request, the admission committee will nominate faculty members that are qualified in the relevant subject areas as examiners. The applicant is to receive a written invite to the examination; the invite is to name the examiners and state the subjects and form of the examination. Overall, a maximum of 50% of credits in the degree course can be credited in this manner.

A record will be made of the results of the assessment examination and in particular of the creditable knowledge and skills, the phase of the degree course in which the studies are to be taken up, and any conditions that may be imposed upon the applicant. The record is to be signed by the examiners. The applicant is to be informed of the results of the assessment examination in writing.

The admission committee makes the decision regarding the admission of an applicant.

Admission Process

§ 8 Admission Process

The admission process consists of an online aptitude test and an interview. The process's aim is to counsel prospective students and assure that the applicants are able to complete a distance-learning degree course and that they have selected a suitable degree course.

Applicants who have completed or are enrolled in a distance-learning master degree course at ISM do not have to take the online aptitude test again, they only have to take part in the interview.

The online aptitude test assesses the motivation, interest, learning strategies, and ability to self-regulate of the applicant based on psychometrically validated questionnaire methods. The aim of the test is to come to a well-founded assessment of the aptitude of the applicant for the distance-learning degree course they have selected.

During the interview, the applicants receive detailed feedback on the results of their online aptitude test as well as their choice of degree course. The interviews are conducted by study coaches, who receive training for this task and who are usually also qualified coaches or consultants. Based on the interview, the study coaches evaluate the applicant's aptitude for studies; this evaluation complements the results of the online aptitude test. The interview is conducted in a virtual class room.

§ 9 Allocation of Places

The admission committee allocates three places to study.

After receiving the admission to a degree course, the applicant must respond by a fixed date or else the applicant's right to the offered place to study will expire.

There is no legal claim to a place in a degree course.

Final Provisions

§ 10 Costs

ISM can collect a fee for the application process.

§ 11 Data Protection and Documentation for Research Purposes

The collected data is to be handled and safeguarded in accordance with the applicable data protection laws. ISM can use anonymized data for internal research purposes.

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Dortmund, December 8th 2022.

Professor Dr. Ingo Böckenholt
President